

2010

Final Report



smart*trips*: harlow



City of Eugene
Public Works Engineering
Transportation Planning Team
99 E Broadway Ste 400
Eugene, OR 97401

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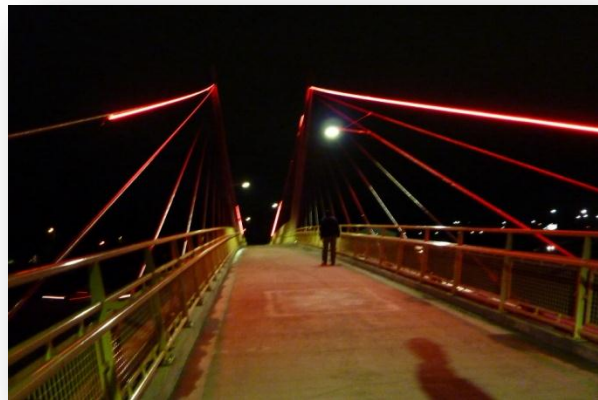
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SmartTrips Background

SmartTrips: Eugene is a comprehensive approach to reduce drive-alone trips and increase biking, walking and public transit in targeted geographic areas of the city. It incorporates an innovative and highly effective individual marketing methodology, which hand-delivers packets of information to residents who wish to learn more about all their transportation options including transit, walking, bicycling, carpooling, car sharing and combining trips. Key components feature biking and walking maps and organized activities which get people out in their neighborhoods or places of employment to shop, work and discover how many trips they can easily, conveniently and safely make without using a car. Success is tracked by evaluating qualitative and quantitative results from surveys and other performance measures.

Eugene has been recognized as one of the most successful cities in the country at developing bicycle and pedestrian infrastructure.

However, infrastructure alone, doesn't necessarily lead to more people walking and biking. Combined with a convenient pedestrian and bicycle network, transportation options strategies can be effective at shifting trips from single occupancy driving to walking, biking, and transit. Individualized marketing programs such as TravelSmart and SmartTrips have been shown to be a particularly effective approach to targeting trips that originate in residential neighborhoods.



In 2005, there was an individualized marketing pilot program in Eugene called TravelSmart that was funded by ODOT and run by a company called SocialData that targeted 1200 households spread across the city and demonstrated a reduction in vehicle mile traveled of 7%. The City of Portland had a TravelSmart pilot a few years earlier and they subsequently created their own individualized marketing program called SmartTrips. The Eugene Pedestrian and Bicycle Strategic Plan, adopted in 2008, calls for development of an individualized marketing program that targets a different geographic area every year.

The City of Eugene was able to secure outside funding for a two year SmartTrips individualized marketing pilot program which will include 5 neighborhoods and close to 11,000 households. Through use of these federal funds the City of Eugene will be able to develop its SmartTrips program to meet City-wide and transportation planning goals. This pilot SmartTrips program is based on the award-winning SmartTrips program in Portland, Oregon. The 1st year of the pilot program was focused on the Harlow Neighborhood and a small piece of the Cal Young Neighborhood along the Coburg and Oakway Road corridor. The 2nd year of the pilot program will focus on the Trainsong, Whiteaker and Jefferson/Westside Neighborhoods.

Primary Program Goals:

- Reducing drive alone trips
- Reducing vehicle miles driven by area residents and employees
- Increasing awareness and raising acceptability of all travel modes
- Increasing walking, biking, transit, carpooling, and car share trips
- Increasing neighborhood mobility and livability
- Increase bicycling and walking safety

Co-Benefits:

- Increased community building
- Increased neighborhood safety
- Increased community health through the use of active transportation

Program Elements:

The *SmartTrips: Eugene* program invited residents of the target area to order a travel tools *Smart-Kit*, a customized information packet containing local transportation resources such as maps and brochures. In addition to the customized information packets, *SmartTrips: Eugene* hosted events such as group walks, guided bicycle rides and workshops. *SmartTrips: Eugene* staff also attended community events and offered information and advice to residents about walking, biking and transit use in their neighborhood.

The program offered the following materials and services to all the residents in the target area:

- Customized information packets (*Smart-Kits*) – All residents in the target area received mail-order forms and were invited to place a customized packet order through the postage-paid mail-in order form or online. Materials offered included, maps, brochures, transit schedules, and great travel tools meant to aide in walking, biking, or transit use. *SmartTrips: Eugene* staff hand delivered the customized '*Smart-Kits*' to homes by bicycle and by foot.
- Newsletters - These mailed or electronic communications were customized to the target area and included information and resources, as well as news on program events. The print newsletters were sent to all target area residents, while the electronic communications were only sent to interested residents.
- Events – The program hosted group walks and bicycle rides, and helpful workshops that were open to all residents in the community. These events were planned to begin and finish in the target area giving residents examples of good routes to walk and bike where they live.
- Email Communications – Periodic email updates including event notices and news were sent to participants who submitted their email address.

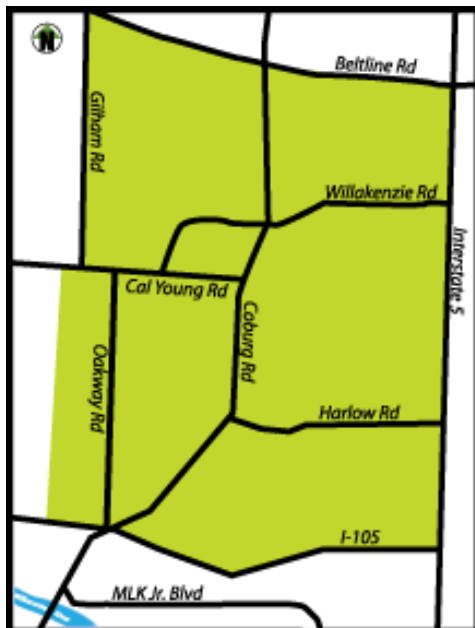


- Website – The *SmartTrips: Eugene* website included the online order form for the customized packets, event listings, and electronic versions of the materials, links to helpful resources and general program news and information.
- Social Media – Electronic and print communications were supplemented by frequent Facebook and Twitter posts with tips, news and resources.
- Other communications – Event announcements and other program information were communicated through City and community group event calendars, flyering at local businesses and the electronic newsletter, InMotion. During the program, target area households who had not yet ordered a ‘*Smart-Kit*’ received a mailed reminder postcard with the information about how to order a customized packet.

Additionally, a unique logo and color scheme was designed for the program materials including a welcome letter, customized walking/biking, transit map of the target area, an event calendar, and other program materials.

SmartTrips: Harlow Overview

A large portion of the Harlow Neighborhood and a small piece of the Cal Young Neighborhood were selected to be the target area for the 2010 pilot program of *SmartTrips: Eugene*. The area included the residents living between the Randy Papé Beltline Highway to the north, Interstate 105 to the south, Interstate 5 to the east, and Gilham Road and just west of Oakway Road to the west. There were 5,300 households in the *SmartTrips: Harlow* target area. The program ran from May – October 2010.



The selected area was a good candidate for this pilot because it is close to downtown and the University of Oregon, and has a mix of uses in relatively close proximity including grocery stores, a library, schools, cafes and restaurants and parks. It also has good pedestrian and bicycle infrastructure including the new Pedestrian and Bicycle bridge over I-5 and corresponding path, many ‘cut-through’ paths to help navigate the un-connected street network and low traffic streets. While it has many amenities its walking and biking share is lower than some other close-in neighborhoods and has potential for a shift in the transportation options that people choose to use.

Area selection is based on analyzing land use patterns, transit service availability, bike and walking infrastructure, and current transit or streetscape infrastructure investments such as new bus routes or bicycle and pedestrian facilities.

Program Staff & Partners

The *SmartTrips: Eugene* program was supported by many other local agencies, organizations and businesses. We would like to acknowledge the following members of the program team:

City of Eugene Public Works Department:

Engineering – Transportation Planning Team

Lindsay Selser, SmartTrips Program Manager

Rob Inerfeld, Transportation Planning Manager

Lauren Wirtis, SmartTrips Delivery & Events Intern

Andrew Crampton, SmartTrips Delivery & Internet Interface Intern

Jeanne Oakes and Starla Dimino, Administrative Support

Administration

Kathy Eva, SmartTrips Materials & Outreach Coordination

Kim Mast, SmartTrips Graphic Designer

City of Eugene Planning and Development Department:

Community Development

Stephanie Jennings – Grants Manager

Lorna Flormoe and Shawna Adams – Grant Coordinators

Alta Planning and Design Consulting Team:

Jessica Roberts

Ben Doyle

We would also like to thank the following program partners and supporters:

Lane Transit District

Point2Point Solutions

Eugene Water and Electric Board

Oregon Department of Transportation Safety Division

Lane Council of Governments

Eugene Kidical Mass

Eugene Safe Routes to School

GEARs (Greater Eugene Area Riders)

Harlow Neighborhood Association

Sheldon Community Center – City of Eugene

Sweet Life Patisserie

Eugene Emeralds Baseball

“The whole SmartTrips concept is great and very important for us to know. I probably will not buy a bike at age 74 but I should start walking. The map included with the information sent is the best one produced for Eugene & Springfield.”

Packet Deliveries and Materials

A total of 5200 households received order forms for customized information packets (*Smart-Kits*) by mail in the target area, with 652 households placing orders for *Smart-Kits*. Orders were placed in three ways: online, mail in, and phone orders.

Orders for *Smart-Kits* were processed in the SmartTrips fulfillment center, located at the City of Eugene Public Works and Engineering office. Once orders came in, *SmartTrips* interns created the kits and delivered them by bicycle to participants' homes. *SmartTrips* interns delivered 652 customized *Smart-Kits*.

Participants could choose from materials with information on walking, biking, and transit services and could choose from one of the three free travel tools. These tools included a *SmartTrips* BPA free metal water bottle, a *SmartTrips* umbrella, and a durable walking and biking map. Participants could also select a walking kit which included a pedometer and walking log and/or a biking kit which included a reflective pant strap. All participants were given a neighborhood walking and biking map specific to the target area.



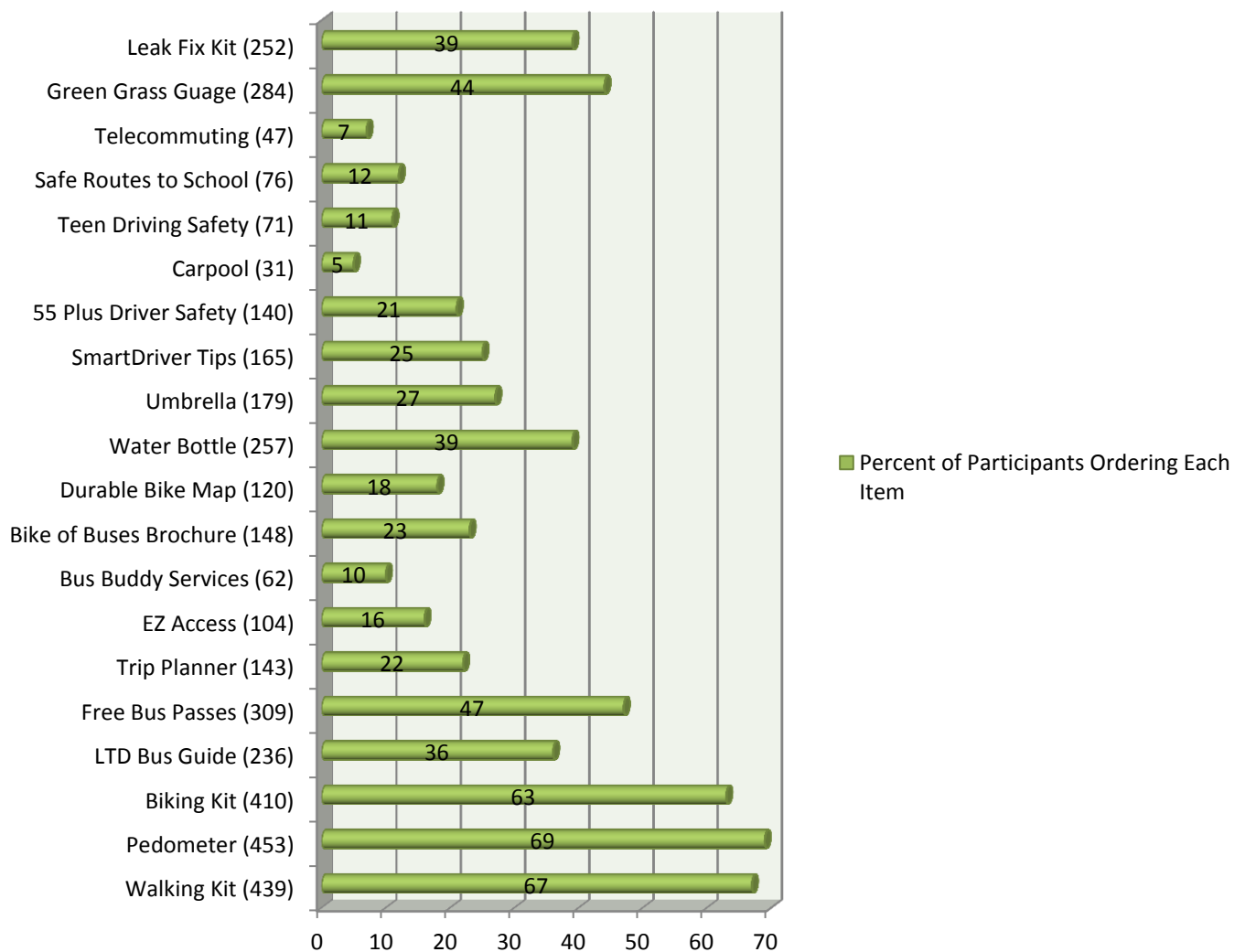
Program	Dates	Target Area Households	Households Requesting Packets	Participation Rate
SmartTrips: Harlow	May 15 – Sept. 15, 2010	5200	652	12.5%



Materials created specifically for *SmartTrips: Eugene* included an event calendar, a Guide to Your Ride booklet, a Walk to Wellness brochure and the neighborhood map which included bus stops, bike routes, popular destinations and amenities, and intersections with traffic lights to aid in crossing busy streets. *SmartTrips: Eugene* partnered with the Eugene Water and Electric Board to offer a *SmartDrips* program, modeled after Portland, to help educate community members about water conservation. A

green grass gauge and a leak fix kit were offered to participants on the order form. Other existing materials came from the City of Eugene Public Works, Lane Transit District, Oregon Department of Transportation – Safety Division, Eugene Safe Routes to School and Eugene Water and Electric Board. See the appendix for copies of most materials.

Percent of Participants Ordering Each Item



Materials included in the Walking Kit:

- Oregon Crosswalk Laws
- 5 Steps to Being a Safer Pedestrian
- Walk to Wellness Brochure
- Shopping List Notepad
- Weekly Walking Log
- Pedometer

"We appreciate all the maps and other materials that you provided. They were given as prizes to people who came to church by alternative means on two Sundays during the summer."

Materials included in the Biking Kit:

- Greater Eugene Area Riders (GEARs) Flyer
- A Guide to Your Ride
- Take Your Bike on the Bus
- A Perfectly Fitted Bicycle Helmet
- Oregon Bicyclist Manual
- Be Smart! Be Seen! Cycling at Night
- Leg Strap

Materials included in the Transit Kit:

- Rider's Digest and Rider's Digest Update
- Personal Trip Planner Card
- Take Your Bike on the Bus
- LTD Bus Buddy Brochure
- EZ Access Brochure
- 5 Bus Passes

All Participants received the Neighborhood walking and biking map and the SmartTrips Event Calendar.

SmartTrips: Events

Event Promotion

- Facebook promotion:
 - Each event was promoted starting about a week before the event and updated each day up to the event.
 - Postings on *SmartTrips*: Eugene's Facebook were reposted or shared on other pages' walls including: City of Eugene Transportation Planning, Point2Point Solutions, GEARs, Safe Routes to School, Kidical Mass, Neighborhood Association websites, Business Commute Challenge, UO Bike Program, and other community partners.
 - Local businesses that donated to events were "liked" and tagged in posts before and after events to acknowledge their donations and create a good relationship for the future.
- Events were submitted to Eugene Weekly event calendars, appearing online and in print weekly. Larger events were submitted to The Register Guard newspaper as well as the City of Eugene's recreation guide. The events were also submitted to the community bike calendar online that links to the GEARs community bike group's website.
- Google calendar on the *SmartTrips* website included all events
- *SmartTrips* e-newsletter: Throughout the summer, *SmartTrips* participants were asked if they would like to sign up for a weekly e-newsletter about upcoming *SmartTrips* events. This e-newsletter was sent each week to promote upcoming events.

Event Listing

Event	Day	Date	Event Leader
Street Skills for Families: Bike Ed	Saturday	06/12/2010	GEARs Education Program
SmartTrips: Harlow Kick Off Event	Saturday	06/19/2010	SmartTrips: Staff
Bike Commuting Basics	Tuesday	06/22/2010	SmartTrips: Staff
Walk There: Beat the Heat	Thursday	06/24/2010	SmartTrips: Staff
Breakfast at the Bridges	Friday	06/25/2010	City of Eugene Staff
Ride to the Ems Game	Saturday	06/27/2010	SmartTrips: Staff
River Ride	Tuesday	06/29/2010	SmartTrips: Staff
Walk There: Rose Garden Tour	Saturday	07/10/2010	SmartTrips: Staff
Street Skills for Families: Bike Ed	Saturday	07/10/2010	GEARs Education Program
Neighborhood Park Tour Ride	Tuesday	07/13/2010	SmartTrips: Staff
Bike Maintenance Basics	Thursday	07/15/2010	Alexander Hongo – UO Bike Program
Kidical Mass Ride to Ems Game	Saturday	07/17/2010	SmartTrips: Staff
Bike Touring	Tuesday	07/20/2010	Kyle Jackson - Volunteer
Breakfast at the Bridges	Friday	07/30/2010	City of Eugene Staff
Ride Downtown and Beyond	Saturday	07/31/2010	SmartTrips: Staff
Blackberry Bike Jamboree	Saturday	07/31/2010	City of Eugene and Partners
Walk There: Sweet Treats Walk	Thursday	08/05/2010	SmartTrips: Staff
All Season Cycling	Tuesday	08/10/2010	SmartTrips: Staff
Delta Ponds Bridge Preview Ride	Saturday	08/14/2010	SmartTrips: Staff
Walk There: I-5 Bridge Path	Saturday	08/21/2010	SmartTrips: Staff
Sweet Treats Ride	Tuesday	08/24/2010	SmartTrips: Staff
Safe Routes to School - Workshop	Thursday	08/26/2010	SmartTrips: Staff
Breakfast at the Bridges	Friday	08/27/2010	City of Eugene Staff

Performance Measurements and Outcomes

A travel survey was administered to target area residents before and after the SmartTrips: Harlow program in order to measure changes in travel behavior once the program was completed. The pre-program survey link was sent out in the order forms to all target area residents. The post-program survey was mailed to the 554 participants. 226 SmartTrips Harlow residents completed the pre-program survey and 221 residents completed the post-program survey.

Attitudes Towards Active Transportation

Survey participants were asked a series of questions about their attitudes towards active transportation. In general, residents of the target area displayed a very strong positive agreement with statements relating to the value of active transportation both before and after the program.

The majority of pre- and post- program survey respondents agreed that it was a good idea for the City of Eugene to help residents walk and bike more, that they would like to drive their car less and reduce their carbon footprint, and that there are good places to walk in their neighborhoods.

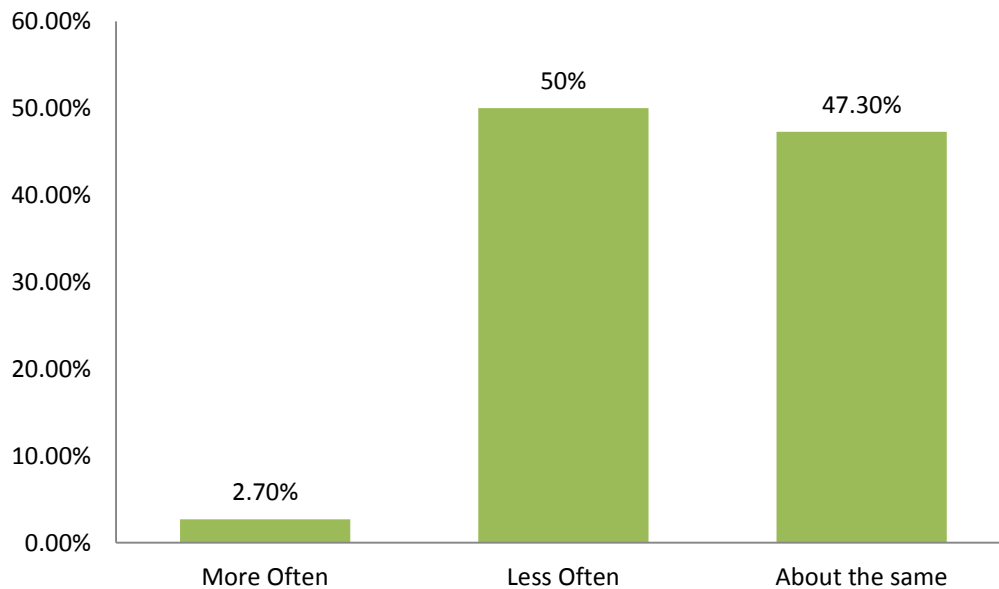
“Although I didn't participate in the formal activities the program helped me reconsider my driving habits. I am now riding my bike to work one day a week & walking for errands more.”

Only 41.3% of post-program survey respondents agreed that they would ride their bicycle more if they had more information about routes, compared to 72.5% of survey respondents who agreed with this statement in the pre-program survey. It could be that after the program was completed, survey participants felt they had an adequate amount of information on routes, and more information on routes would not affect the frequency of how often they ride their bicycle. Unfortunately, no data was collected on how many more walking, biking and transit trips people were making as a result of the SmartTrips program, so it is hard to tell. In future years participants will be asked to keep a trip diary, so that the different modes of transportation being used and their frequency may be determined.

Statement	Respondents Reporting Agreement		Respondents Reporting No Opinion	
	Pre-Program Survey	Post-Program Survey	Pre-Program Survey	Post-Program Survey
I think it is a good idea for the City of Eugene to help residents to walk and bike more.	98.6%	95.1%	.5%	2.2%
I would like to drive my car less.	92.9%	87.2%	.5%	4.6%
I would ride a bicycle more if I had more information on routes.	72.5%	41.3%	.5%	16%
I would like to reduce my carbon footprint.	96.7%	91.4%	.5%	5%
There are good places to walk in my neighborhood.	94.8%	94.2%	0%	.9%

When survey respondents were asked if they felt they were driving alone to places more often, less often or about the same as they were three months ago, 50% said they felt they were driving alone less often. This reflects that the SmartTrips Harlow program accomplished its first goal, which is to reduce drive alone trips.

Do you think you are driving alone to places more often, less often, or about the same number of times each month as you were three months ago?



Again, in future years we will ask participants to keep a travel diary so that the different modes of transportation being utilized can be determined, as well as how often and how many miles participants are bicycling, walking or riding instead of making a drive alone trip.

SmartTrips Harlow Timeline

Date	Event
May 10, 2010	First Newsletter Mailed to All Residents
May 19, 2010	Transportation Ambassadors Training held
May 26, 2010- June 29, 2010	Order Forms mailed in 3 waves to Harlow residents
June 7, 2010	First Deliveries Made
June 19, 2010	Smarttrips Harlow Kick Off Party
July 2, 2010	Reminder Post Card Wave 1
July 26, 2010	Reminder Post Card Wave 2
July 29, 2010	Reminder Post Card Wave 3
August 2, 2010	2 nd Newsletter mailed
September 30, 2010	Last Deliveries Made
October 20, 2010	Post Survey mailed to 554 participants

SmartTrips Harlow Budget

Costs	Federal	Cost Share/Match	Total
Personnel/Fringe Benefits	\$42,198	\$1,652	\$43,850
SmartTrips Materials: Printing & Development	\$26,244	\$11,193	\$37,437
Postage: Newsletters, order forms, postcards	\$4,501		\$4,501
Professional Services/Contractual: Evaluation/Design	\$417.8	\$8,315	\$8,732
Equipment	\$1,838	\$30	\$1,868
Events/Other	\$1251	\$571	\$1,822
Total Direct Charges			
Indirect Charges – Grant Administration 10%	\$9,953		\$9,953
Total Cost	\$86,403	\$21,761	\$108,164

SmartTrips 2010 Harlow Order Form



Ready to commit?

There's no catch.

Tell us where to send your travel tools and your reward

Please ☒ check as many as you want

☐ Walking
☐ Biking
☐ Hiking

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Email: _____

Register on-line at www.smarttrips Eugene.com

or
Fill out this form and mail it in.

Please print: _____

Walking

☒ **Walking Kit**

- Walking Logs - Keep track of your progress
- Harlow and Coburg Area Walking & Biking Map (includes bus routes and stops)
- SmartTrips Event Calendar** includes:
 - Harlow and Coburg Area Walks - A series of neighborhood walks aimed at introducing fun routes and amenities in your neighborhoods.
 - Walk to Wellness Brochure - Check out local walking programs
 - Oregon Crosswalk Laws - Rules of the Road for walkers
 - Five Steps to Being a Safe Pedestrian - Safety is key when walking

☐ **Additional Walking Item** (please mark if you wish to receive a **FREE Digital Pedometer**)

☐ **Harlow and Coburg Area Walking & Biking Map** (includes bus routes and stops)

☐ **FREE Digital Pedometer** - Count your steps

Biking

☒ **Biking Kit**

- Eugene/Springfield Biking Map and Resource Guide
- Harlow and Coburg Area Walking & Biking Map (includes bus routes and stops)
- SmartTrips Event Calendar** includes:
 - Eugene By Cycle Rides and Classes - Learn some great bikeways this summer on these slow-paced bike rides and hands-on bike classes for everyone
 - Eugene By Cycle Ride Rules - Tips and Rules of the Road
 - LTD Bikes on Buses Guide
 - A perfectly Fitted Bicycle Helmet Guide
 - Harlow Bicycle part leg strap

☐ **Harlow and Coburg Area Walking & Biking Map** (includes bus routes and stops)

Transit

Please ☒ check as many as you want

- Rider's Digest - Routes and Schedules
- Personal Trip Planner Card - Will send you personalized route information
- LTD Bike on Bus Brochure
- Bus Buddy - A service for seniors to learn the LTD bus system
- EZ Access - A package of products and services provided by LTD for seniors and people with disabilities
- FREE** One week of Bus passes - Get one week's worth of free bus passes to give this mode of transportation a try

Even more Transportation Options

Please ☒ check as many as you want

- Carpool & Vanpool - Information on carpool and vanpool options. Includes a rideshare application.
- Telecommuting - Avoid the commute entirely by working from home
- SmartDriver Tips - Education on safe and energy efficient driving
- Driver Safety Information - Drivers 55 Plus: Facts and Suggestions for Safe Driving
- The Oregon Parent Guide to Teen Driving
- Safe Routes to School and School Solutions Brochure - How to help your children ride or bike to school safely.

Smart Drips

Please ☒ check as many as you want

The Eugene Water & Electric Board (EWEB) has partnered with us to offer **smartdrips** Harlow residents **FREE** water conservation tools.

- How to Fix a Leak Kit - This kit includes instructions and a dye kit to help you diagnose a costly leaky toilet.
- Green Grass Gauge and Introductory Brochure - Helps homeowners to keep a healthy green lawn by watering just the right amount for the weather, helping you save money and water.

REWARD

☐ Pick Your **Free Reward** (please rank your top 2 choices with a 1 & 2)
☐ Bandana Bike Map
☐ Metal Water Bottle (BPA Free)
☐ Umbrella

SUMMER EVENTS SCHEDULE

All events are **FREE** - No advance registration required unless noted.

- Eugene Walk There - Group Walks**
Walking tour. Meet your neighbors and tour all of the Harlow and Coburg areas to see all of these moderate-paced walks are all planned to meet walking fun. Find out how easy it is to get around and get some exercise with a little guidance and support.
- Eugene By Cycle - Group Rides**
Each ride takes about two hours and is 8 - 10 miles long. Earn some good exercise and your neighborhood. Come ride with experienced cyclists on our slow paced bicycle "Bike Tours". We will show you your routes to get around, how to plan your trip and how to ride safely in traffic.
- SmartTrips Eugene Clinics - (L&H)**
All clinics with us **SmartTrips** have numerous clinics to help give the transportation options needed to use all your options. These clinics are **FREE** but some require pre-registration.
- Community Events**
These events are not sponsored by smarttrips harlow but are fun and fun for everyone.
Ongoing City of Eugene Walking and Biking Group:
 - Walk & Roll Meets Monday mornings at 9 a.m.** at the Campbell Community Center (135 High Street). This is a moderate paced event.
 - Walk & Talk Meets Friday mornings from 9 - 11 a.m.** at the Campbell Community Center.
 - Oak Grove Organized Bike Rides** Schedule varies, see www.oakgrovebikes.com for more info.

JUNE

smarttrips harlow kick off event
June 19 in Oakmont Park
 11:30 a.m. - 2:30 p.m.
 FREE lunch, prizes, mirror bike tune-ups and more.

JULY

Saturday, June 12th 9 a.m. - 12 p.m.

- Larkins Traffic Skills for Parents and Kids** Education Classes
 Children will learn about basic traffic skills, how to perform a bicycle safety check, properly fit a helmet, use a bicycle for a light, use lights and properly carrying a bike. Information will also be provided about safety and clothing, proper fitting, use of lights and things on a bike. Most of the course will be conducted indoors. The last portion will be held in the parking lot where drills and a Real Ride on neighborhood streets will be conducted. This class is geared towards children ages 5 - 13 and their parents. The class is open to all families but registration is required: eugene.org/events/availableforfree
- The materials fee will be paid for by the smarttrips program. Please indicate on your registration that you are in the smarttrips harlow program.

Tuesday, June 22, 6 p.m.

- L&H: Bike Counting Basics** at Sheldon Community Center
 Have you considered commuting by bike but you just aren't confident on how to prepare, stay comfortable and safe and find the best route? Come join this interactive session as several bike commuters share their experience.

Be sure to mail this form back to us.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Thursday, June 24, 6 p.m.

- Eugene Walk Thru: Beat the Heat with a walk from the park to the airport drop-off and back. Meet at Sandy Town Park at 6 p.m. For a walk down to Clatsop Park and over to Vanita Lake again. From Regent Street to pick up your treat. We'll then walk back to Sandy Town Park.

Friday, June 25, 7 a.m. - 9:30 a.m.

- Sensory at the bridge at Blue Heron Bike Pedestrian Bridge (on the Fern Ridge Path behind Center Church / Windsor School)
- Free coffee, bagels, bike bells and Bicycle Safety Check come celebrate walking and biking and summer in Eugene.

Sunday, June 27, 12:45 p.m.

- Eugene by Cycle: Ride to the EcoGarden
- Meet instead of Monocle Island! Ride 12:45 p.m. We will ride to the EcoGarden at PE Park. Signups for the team must be made in advance. An appreciation on the first team may be FREE for the first 25 people (general admission \$5). PE Park with Lindsay Seiber at 541-682-5094.

Tuesday, June 29, 6 p.m.

- Eugene by Cycle: River Ride
- Meet at Aunt Pauline's House Middle School Roundup ride in 11 miles.

JULY 1st - 7th

Wednesday, July 1st

- Eugene Walk Thru: Rose Garden Exploration
- Meet at the Campbell Community Center parking lot (155 High St.) at 9 a.m.

LEARN: Traffic Skills for Families

Traffic Skills for Parents and Kids-Bike Education Classes, 11 a.m. - 2 p.m. at the Willmaker Community Center.

This class is geared toward children ages 5 - 12 and their parents. It's FREE and open to all families but registration is required as space is very limited. The materials used will be paid for by the smart... program. Please indicate your registration you wish with the smart... harlow program and the fee will be taken care of.

Thursday, July 1st, 6 p.m.

- Eugene by Cycle: Neighborhood Park Tour Ride
- Meet at Willamette Park, Goos with Willamette, Astor, Jewell, Oakmont, Sandy Town, Bond Lane and Sheldon Parks. Ride is approximately 7 miles.

Thursday, July 1st, 6 p.m.

- LEARN: Bike Maintenance Basics
- Sheldon Community Center. Bring your bike! Free cost \$41-682-5094 or email Lindsay Seiber@eugenecycling.org or to reserve your space in the class.

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 302 EUGENE, OREGON

POSTAGE WILL BE PAID BY ADDRESSEE

CITY OF EUGENE PUBLIC WORKS
SmartTrips: Eugene
991 Broadway, Suite 400
EUGENE, OR 97401-9989

|||-----|||

Fold so the top panel faces out, then tape the top and mail postage free!

smarttrips: harlow

Drive less. Save more.
www.drivelssave.com

You're Invited
Kick Off Party

June 19, 2010
Oakmont Park
11:30 AM - 2:30 PM

FREE Frisbee Lunch - Minor Bike Taps - Prizes - More!

Come find out about the smart... harlow program, meet the staff, ask questions and learn about our transportation options. Prizes will be given away throughout the event!

Make smarttrips in the Harlow and Coburg neighborhood

Look inside: ride free travel tools for walking, biking, riding transit, carpooling, combining car trips and other ways to save resources.

Give it a try: good for our city - and good for your health!

Learn more: want transportation options for getting around Eugene? by walking, riding your bicycle, riding public transportation and more.

ORDER FORM

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SEAL

EUGENE

STAMP

EUGENE

Get your smarttrips travel tools here. FREE.

smarttrips: harlow

Smarttrips Order Form

You have options! Transportation options for making smarttrips in Eugene, that let us get you started with the Travel Tools you need to get walking, biking, taking transit and more.

The Harlow and Coburg area neighborhood is full of wonderful parks, amenities and many transportation options. smarttrips: harlow will help give residents the transportation tools to take advantage of the numerous bike routes and trails, walkable streets and sidewalks and LOTS buses.

Swapping one or two car trips a week for a bus, walk, bike or carpool trip could reduce neighborhood traffic by 10 percent. Yes, 10 percent less shown in similar programs across the country! You can directly decrease your gas costs and your emissions, while also increasing community and traffic safety. You've got nothing to lose but maybe a couple pounds!

Get Your Goals? Get Fit! Make a Difference!

Order your Travel Tool - at **NO COST** - and choose your **FREE reward!**

The City of Eugene Smarttrips program is offering, at no cost to you, City of Eugene and LID information, walking and biking facts, smarttrips event calendars and flyers. Choose just one or two items or order a packet full - whatever you would like to go with. Within two weeks of your order, we will hand deliver your materials by bicycle.

As a bonus, you can choose one of three rewards - either a nifty umbrella, a cotton bandana printed with the heart of Eugene's famous cycling walking and biking map or a 16 fl oz free metal water bottle - just for returning your order form. Or order supplies last!

Look inside to order maps, info and more to start walking, biking, riding transit, carpooling, combining car trips and other ways to save resources.

For more information or questions about smarttrips: harlow, call Lindsay Seiber, 541-682-5094.

SmartTrips 2010 Harlow Newsletters

City of Eugene Engineering
99 E. Broadway, Ste. 400
Eugene, OR 97401
www.smarttrips-eugene.com

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smarttrips: news

may 2010

You're Invited

smarttrips: harlow Kick Off Party

June 19, 2010
Oakmont Park
11:30 AM - 2:30 PM

FREE Picnic Lunch - Minor Bike Tune-Ups - Prizes - and More!

Come find out about the smarttrips: harlow program, meet the staff, ask questions and learn about your transportation options. Prizes will be given away throughout the event!

Smarttrips: Coming soon to your neighborhood!

You have options! The smarttrips program offers transportation tools to help you discover the treasures of your Harlow and Coburg area neighborhood while being active and creating a healthier lifestyle. Smarttrips has something for everyone.

We use hands-on, interactive programs to make transportation options fun and accessible for all. Watch your mailbox for the smarttrips order form in the coming weeks. The order form offers many resources to help you discover the ease of getting around Eugene by foot, bike, bus or carpool. We offer a variety of programs and tools that are worth checking out!

This is the inaugural year of smarttrips: eugene and we're coming to your neighborhood! Smarttrips: harlow residents can order a free walking kit complete with a pedometer, a special neighborhood walking and biking map and a schedule of guided walks highlighting areas of interest in your neighborhood.

A FREE bike kit is also available and will provide essential resources for new and seasoned cyclists alike. Residents can partake in guided bike rides as well as bike maintenance and bike commuting classes - all for FREE!

If you are interested in riding the bus or trying out carpooling, we can help you find the bus route and stop that work best for you and we can even help you find a carpool partner. Who knows, they may even be your next door neighbor.

Our goal is to provide you with the materials and tools you need to get around Eugene in a variety of ways - and save money while you are doing it! A wide range of transportation options are key to preserving our urban transportation network and vital to the area's economic health and livability. So get out and rediscover your Eugene neighborhood on foot, on bike or by transit.

Watch for newsletters keeping you informed of all the events, rides and classes coming your way. And be sure to attend one, two or all of our events. We hope to see you out there!

To find out more about smarttrips: eugene programs, contact Lindsay Selser at 541-682-5094 or lindsay.selser@ci.eugene.or.us

FREE Travel Tools

Watch your mailbox for the smarttrips order form in the coming weeks. The order form offers a host of informative materials to help you travel smart. As a reward for responding, we'll send you a FREE gift such as a BPA-free, metal water bottle. Let us help you travel around the Harlow and Coburg area in comfort and style.





Transportation Resources

Lane Transit District
Regional bus service provider
www.ltd.org
541-687-5555

point2point Solutions
Transportation Options and Transit Directions
www.point2pointsolutions.org
541-682-6213

City of Eugene Transportation Planning
www.eugene-or.gov/transportation

smarttrips: eugene
www.smarttripseugene.com

Get Ready to Travel Smart

Celebrate your Eugene Neighborhood! Participate in all of the fun programs, activities and events that smarttrips: eugene has planned for the coming year. We'll have something for everyone.

Watch your mailbox for the smarttrips order form in the coming weeks. The order form offers a wide range of travel tools to help you discover the ease of getting around Eugene.



FREE Bus Passes Give You the Chance to Try LTD for a Week

Have you ever wished you could have 15-20 extra minutes to yourself every day? Now you can, by trying out our great local bus system. On the bus you can read or listen to music and let someone else worry about the driving.

Riding the bus is a great way to save money, get some extra time to work or socialize and avoid traffic and parking headaches. We can help you plan your trips, select the best routes or find out if you are eligible for free or reduced bus fare.

All you have to do to get started is order a week's worth of FREE bus passes when you receive your order form.



Swapping one or two car trips a week for a bus, walk, bike or carpool trip could reduce neighborhood traffic by 10%!
(as shown in similar programs across the country)

Following the Transportation Pyramid

We've all heard about the impacts of carbon emissions on climate change. Even with the heightened awareness, scientists say that carbon dioxide (CO2) emissions are rising faster than before. Between 2000 and 2005, emissions grew four times faster than in the preceding 10 years, according to a group of international researchers.

For those seeking a simple way to cut their carbon footprint, follow the healthy transportation pyramid. Transportation is the single largest source of family and individuals' carbon emissions.

Every trip begins and ends with walking; therefore, walking is the foundation of a healthy transportation diet, followed by biking, transit and carpool.

Find a way to make all your trips by walking, bicycling or taking transit, if possible and use the car only when needed. You'll also save money and get healthy at the same time.



Share the Road - Drive Defensively

Take the Share the Road pledge and make a commitment to being a safe and responsible road user. All road users have the responsibility to operate in a safe manner by obeying traffic control devices and traffic laws. This includes bicyclists and pedestrians as well as car drivers.

It's important to remember that obeying only the letter of the law cannot protect you against a crash. We're all human and humans make mistakes. By operating defensively at all times, you'll significantly decrease your chances of being involved in a crash, close call or road rage incident. Operating defensively means **expect the unexpected**.

Cyclists are judged as a group so it is very important for all cyclists to obey traffic laws and ride responsibly. Doing so will not only give cyclists a positive image but will also keep you and those around you safe.

Car drivers today are faced with more distractions than ever before! Road rage and aggressive driving are issues facing every road user. Don't sink so low. As drivers, we have a responsibility to society to be attentive to more vulnerable road users, whether they are elderly, young children, family pets, pedestrians or bicyclists.

Share the road and drive as if on your own neighborhood street at all times. **Expect the unexpected.**

Please visit www.seeingeyetoeye.org to take our share the road pledge and find more safety information.



Become a Transportation Options Ambassador

Want to meet interesting people, get out to fun events around Eugene and give a gift that could last a lifetime? Become a Transportation Options Ambassador!

Ambassadors represent the City of Eugene Transportation Planning Team and encourage motorists, pedestrians, bicyclists and transit riders to share the road and travel safely together. Volunteer activities include guided walks, bike rides and outreach at community events such as Saturday Market, Eugene Celebration, Breakfast at the Bike Bridges, Summer in the City events, neighborhood celebrations and more. We ask that ambassadors commit to a minimum of three events throughout the spring, summer and fall of 2010.

We provide a 90 minute training for volunteers on the information and skills necessary to talk with the public about all of Eugene's transportation options. Additionally, ambassadors get an official smarttrips: eugene T-shirt and name badge, a variety of walking, biking and transit incentives throughout the summer and an opportunity to expand their knowledge of our beautiful city.

Ambassador trainings will be held twice: May 19 and May 20, (see box for times and locations). No need to RSVP, just show up to one of the two meetings. To apply for the Transportation Options Ambassador Program or for more information, contact Lindsay Selser at lindsay.selser@ci.eugene.or.us or 541-682-5094.

Walk There! Walking for Transportation Leads to More Than Just Your Destination

Whether you are walking to work, the grocery store or taking your kids to school you **ARE** getting exercise. Finding time to get to the gym each day is becoming more and more difficult. Our lives are busier than ever. By simply walking for transportation, you eliminate the need to go to the gym, and save yourself a precious trip, time and money. Chances are you'll arrive at your destination in a good mood with a clear mind, alert and ready for the day ahead.

Regular Walking Contributes to Your Overall Health and Fitness

- Helps control weight- Boosts immune system- Relieves stress and worry-
- Contributes to brain fitness- Strengthens heart, joints and bones- Reduces blood pressure, risk of stroke and cholesterol-
- Improves mood, self-esteem, balance and circulation- Gives an energy boost and promotes a good night's rest-
- Can delay or prevent major disease or illness

Join us for Ambassador Training

May 19
12:00 pm to 1:30 pm
Transportation Planning office
99 E. Broadway

May 20
6:00 pm to 7:30 pm
Atrium Building
99 W. 10th

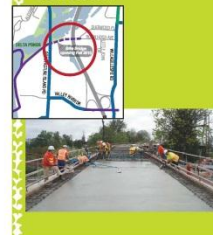
Coming Soon: NEW Delta Ponds Bicycle & Pedestrian Bridge

A new elevated bicycle and pedestrian path and bridge will create a much needed route over Delta Highway. The bridge eliminates a long detour and the undesired mixing of bike, pedestrian and car traffic on existing Delta Hwy, interchanges at Valley River and Goodpasture Island Road.

The elevated path and bridge will be over 1000 feet long, reaching from Robin Hood Ave. on the east to Goodpasture Island Rd. on the west. The centerpiece will be a pair of 85 foot tall columns, supporting the main cable spanned sections over the Delta Hwy. A new high visibility crossing will be constructed across Goodpasture Island Rd., linking the new bridge and elevated path to the Ruth Bascom riverbank trail system.

The bridge is currently under construction and scheduled for completion in the fall of 2010.

For more information about the Delta Ponds Bike/Ped Bridge, contact project manager Patrick Cox at Patrick.M.Cox@ci.eugene.or.us or at 541-682-6854.





smarttrips: news

august 2010

Last Chance for FREE Travel Tools

This is your last chance to order FREE travel tools including transit, carpool, walk, bike, and senior specific information.

Order for yourself or refer a household member or neighbor to our online order form (they must live in the smarttrips: harlow target area).

Go to www.smarttrips.eugene.com and click on the order here button or call 541-682-5094 and we'll mail you an order form.

A new view of the neighborhood: Getting around by bike and foot

Summer in Eugene means good weather, longer days and more opportunities to get outside! Neighbors in the Harlow area of Eugene have been walking and biking together, taking full advantage of the new smarttrips program. Smarttrips event staff host **Walk There**, walking and **By Cycle** programs that highlight local attractions and routes that familiarize participants with low-traffic ways to get around. Emphasis is placed on learning how to commute safely and on building community around a common activity.

Events so far have included walking to sample the new frozen yogurt shop, Vanilla Jill's, in Coburg Station and exploring the Owen Rose Garden, as well as cycling with over 70 people to PK Park to enjoy an Em's baseball game. Both walks and bike rides are moderately paced and are typically 3 miles and 10 miles long, respectively. These events have brought together neighbors of all ages, reinvigorating the Harlow community.

Pick Your Route

Eugene has a new, online, route finding feature for walking, biking and bus trips at maps.google.com. Select "get directions" and then proceed to type in your starting point and your end destination; select your preferred mode of transportation from the icon menu and Google Maps will give you one or two options including distance and time. The routes for bus trips include walking time to and from the bus stops and your final destination.






AUGUST EVENTS SCHEDULE

All events are **FREE** - No pre-registration required unless marked with an asterisk

Eugene Walk There - Group Walks
Walking tour. Meet your neighbors and tour all that the Harlow and Coburg areas have to offer. These moderate paced walks are all themed to make walking fun. Find out how easy it is to get around, and get some exercise, with a little guidance and support.

Eugene By Cycle - Group Rides
Each ride takes about two hours and is 8 - 10 miles long. Learn more about Eugene and your neighborhood. Come ride with experienced cyclists on our slow-paced Bicycle Network Tours. We will show you easy routes to get around, how to plan your trip and how to ride safely in traffic.

Smarttrips: Eugene Clinics - LEARN
LEARN with us! Smarttrips offers numerous clinics to help give you the transportation tools needed to use all your options. These classes are **FREE** but some require preregistration.

Community Events
These events are not sponsored by smarttrips: harlow but are loads of fun and very worthwhile to attend.
Ongoing City of Eugene Walking and Biking Groups:
Walk a Bit Meets Monday mornings at 9 a.m. at the Campbell Community Center (155 High Street). This is a moderate paced walk.
Walk'n'Talkers Meets Friday mornings from 9 - 11 a.m. at the Campbell Community Center.
Bike Group Organized Bike Rides: Schedule varies; see www.eugenepers.org for more info.

Saturday, August 21, 9 a.m.
Eugene Walk There! 1.5 Bike and Pedestrian Bridge and Path Loop. Meet in front of Monroe Middle School, 2800 Bailey Lane. Walk is just over 3 miles.

Tuesday, August 24, 6 p.m.
Eugene By Cycle: Sweet Treats Ride.
Meet at Tandy Turn Park. We'll ride to Prince Pucker's Ice-Cream, Sweet Life Patisserie and Euphoria Chocolate. Distance is about 9 miles.

Thursday, August 26, 6 p.m.
LEARN: Safe Routes to School - Back to School Workshop. Cateletta of Monroe Middle School, 2800 Bailey Lane.
You've been trying new ways to get around all summer. Now learn how to continue using your new transportation options once the kids head back to school. Find safe routes and learn great tips for biking, walking and carpooling. Experts will be on hand from point2point solutions and Eugene Safe Routes to School.

Friday, August 27, 7 a.m. - 9:30 a.m.
Breakfast at the Bridges, 24th Avenue and Amazon Path (Amazon Path parallels Amazon Parkway). Free Coffee, Bagels, Bike Belts and Bike Safety Check! Come celebrate walking and biking and Summer in Eugene.

Pedestrian & Bicycle Master Planning Process

It's no secret that Eugene is known as one of the best cities in the nation for walking and biking. Our local residents walk and bike at much higher rates for both recreation and transportation in comparison to residents of other similarly-sized cities around the country. What makes Eugene stand out? One of the key factors is the well-developed network of shared-use paths, bike lanes, sidewalks and the numerous non-motorized bridges across major waterways and highways. We can thank a group of visionary pioneers who, in the 1970's, set a course for creating a transportation system that strikes an appropriate balance between motorized and non-motorized means of getting around.

How are the types of projects that make up Eugene's world-class pedestrian and bicycle network realized? Every ten to fifteen years, the City of Eugene engages its citizens in a comprehensive review of transportation projects, policies and programs. Now is the time to start

planning for the next generation of active transportation and recreation facilities that will meet the needs of Eugene citizens today and in the future. We need your help to set the course! Do you have an idea for a project or program that will make it easier to get around Eugene on foot or bike? We'd like to hear about it and the update of Eugene's Pedestrian and Bicycle Master Plan is the perfect opportunity to provide your input.

The purpose of the Eugene Pedestrian and Bicycle Master Plan is to provide the City of Eugene with the plans and policies necessary to create a first-class city for bicycling and walking, reduce overall carbon emissions and provide for a well-designed, integrated, safe and efficient multi-modal transportation system.

Learn more about the project and provide feedback at www.eugenepedbikeplan.org or call Dave Roth, Associate Transportation Planner, at 541-682-5727.



Share the Multi-Use Path

Eugene has miles of great multi-use paths for running, cycling, skating, rollerblading and strolling with friends, family and pooches. If you've been out of the River Bank Path system lately you may have noticed that Eugene's trails are crowded with people taking advantage of all kinds of activities. By following a few basic principles of trail etiquette everyone can have a great experience out there.

One of the easiest ways to foster respect between trail users is to be courteous and mindful of all users. Stay to the right except when passing. Pass with care and give a clear, audible warning signal before passing - cyclists, ring those bells!

Groups (could be parents with strollers, group bike rides, runs or dog walking) should leave space for on-coming or over-taking persons to pass on the left. Be aware of yourself or your group and take care to share the space. If you want to stop on your adventure, please move off to the side so that you won't be blocking the trail. When taking your dog for a walk keep him/her on a leash and clean up any pet waste. Cyclists, please yield to pedestrians. Everyone wants to enjoy our great paths - a little courtesy to all makes that possible.



Idling gets you NOWHERE

Vehicle exhaust is the leading source of toxic air pollution in Oregon. About 40-50 percent of toxic air pollutants in Oregon come from vehicle exhaust releases: sulfur dioxide, particulate matter, carbon monoxide and other toxins contributing to carbon dioxide (CO2) levels. Carbon dioxide contributes to global climate change.

Vehicle exhaust is hazardous to human health, especially for children. Studies link vehicle pollution to increased rates of cancer, heart and lung disease and asthma. Children, whose lungs are still developing, breathe more rapidly and inhale more pollutants per pounds of body weight than adults.

Asthma is the third leading cause of hospitalization for children under the age of fifteen.

Idling is also expensive and hard on your engine. Over ten seconds of idling uses more fuel than restarting your engine. Just one hour of idling burns about one gallon of gas and gets zero miles per gallon. Also, an idling engine isn't working at peak temperature so fuel doesn't undergo complete combustion. This can damage engine components, including cylinders, spark plugs and exhaust systems. Frequently restarting a vehicle has little impact on engine components such as the battery and starter motor.

What can you do?

- Turn off the engine, if you are going to be stopped for more than 10 seconds.
- Reduce warm-up idling - today's modern engine needs no more than 30 seconds of idling on winter days before driving. Driving is the best way to warm it up.
- Spread the word - talk to your family, friends and neighbors about the benefits of reduced idling. Encourage them to join you in protecting the environment, contributing to a healthier community and saving money.



New Traffic Signal to Increase Walkability and Bicyclability of Neighborhood
A new traffic signal will be installed, this fall, at Coburg Road and Frontier Drive. This signalized crossing will be a huge benefit for pedestrians and bicyclists in the area. With many multi-family housing units on both sides of the busy road and with Oakmont park, restaurants and many services in close proximity to the new signal, it will surely contribute to a more walkable and bikeable community. The traffic signal is paid for privately but will be maintained by the City of Eugene.

Transportation Resources

Lane Transit District
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www.ltd.org, 541-687-5555
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www.smarttrips.eugene.com
point2point Solutions
Transportation Options and Transit Directions
www.point2pointsolutions.org
541-682-6213

Your Bicycle Helmet - Don't Leave Home Without It!



The bicycle helmet is the single most important piece of gear you use when riding your bike. Parents, teachers, older siblings and other adults have a responsibility to act as role models to youngsters. Practicing good riding behavior and technique and always wearing a helmet is the best model. Parents should insist their children wear a helmet at all times while riding a bicycle. In fact, bicycle riders and passengers under age 16 are required by Oregon law to wear a bicycle helmet.

How do you know if your helmet fits right? Your helmet should have a snug but comfortable fit. The helmet should sit on top of the head in a level position, just above the eyebrow and should not rock forward and back or side to side. The helmet straps must always be buckled but not too tightly. If you can fit one or two fingers between the strap and your chin, the adjustment is about right. It's important to know the straps can loosen over time so check helmet fit and strap adjustment often.

The smarttrips: Eugene program requires the wearing of helmets at all our bike events in the target area. Please, ride safe and always wear your helmet.

If you have a child in need of a helmet, please call 541-682-5094 and we will be able to help you obtain a **FREE** or low cost helmet for your child.